



Department of Modern Languages
and Business Communication



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
THE FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS
The Department of Modern Languages and Business Communication of ASE

5th International Conference: Synergies in Communication
Bucharest, Romania
10 - 11 November 2016

The Department of Modern Languages and Business Communication of the Bucharest University of Economic Studies is organizing the **fifth edition** of its annual international conference **Synergies in Communication**, held in **Bucharest**, on **10 - 11 November 2016 (Thursday-Friday)**. The event will be organized under the auspices of the Faculty of International Business and Economics.

The conference is organized around the following **sections**:

SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH

Business communication is a synergistic field where effectiveness is given by knowledge from diverse fields and by aligning its best practices with the rapid pace of the world today. This section of our conference welcomes papers focusing on (but not restricted to) topics related to the following main areas:

- Language training, education & research
- Current and upcoming challenges in bilingual education
- Current developments for academic and research communication, education and training in the field of languages
- Languages and business opportunities
- Research methodologies and professional development
- Technological impact on language learning
- *Shakespeare 400* years of business and cultural heritage
- Translation studies
- Traductology and terminology in business and economics
- The inter-disciplinary dimension of business communication - changing mentalities through environmental education.

EDUCATION THROUGH (INTER)CULTURAL STUDIES

Nowadays Intercultural Studies are one of the most important dimensions of education, as learners need intercultural competences not only for professional and socio-economic mobility, but also as life skills. This section of our conference welcomes papers focusing on topics related to the following main areas:

- Literature and culture (British, American and Canadian studies)
- Intercultural dimensions of business communication
- Education through (inter)cultural (and literary) studies
- Intercultural competences as professional transferable skills
- European cultural identity and synergies with the labour market
- Theory and practice in intercultural education
- Analyses of culturally determined mentalities, actions, attitudes, etc.

NEW: DIASPORA WORLDWIDE (Diasporas, Homes and Hybridity)

The newest developments in communication, technology and transportation increased people's mobility and ability to connect globally adding new flows of immigrants to the previous groups of refugees, exiles or people in search of economic betterment. Migration has become a feature of modernity while it challenges hegemonic conceptions of 'nation', 'the people', and 'national identity'. Concomitantly, it has generated the formation of diasporic groups and communities whose strong loyalties for an imagined 'homeland' may translate into clashes and conflicts with dominant populations of the host countries. Theoreticians believe that 'space' has itself altered to accommodate the diasporans who now live 'in-between worlds', in a 'Third Space' where new identities are negotiated and re-defined, boundaries/borders are blurred (Homi K. Bhabha 1994) forcing new hybrid forms and cultural diasporization (Stuart Hall 1990) to occur as part of interculturality. Apart from cultural transformations, diasporas contribute to the economics, politics and the policies of both the states where they settle and of their 'homelands'.

This conference aims at understanding contemporary society by incorporating various meanings of 'diaspora' and of its consequences in all aspects of society.

INFORMATION FOR AUTHORS

The articles for the Conference shall be written in *English, French, German, Spanish, Italian, and Romanian*. Articles will not be edited; authors are responsible for preparation of articles according to the guidelines. Each participant can submit **maximum 2 papers** as author or co-author.

Submitted papers are subject to a **double blind peer-review process**. All review comments and suggestions should be addressed in the final submission. Submitted papers must be original and not previously published or currently submitted for publication elsewhere.

PUBLICATION

The accepted articles will be published in the *Conference Proceedings* (CD with ISSN) by ASE Publishing House. A selection of the presented papers will be published by the IDB indexed journal associated with the conference: **Synergy** (www.synergy.ase.ro)

CONFERENCE FEES

The *conference fee* covers the cost of the conference materials and publishing, as well as lunch, coffee breaks and dinner.

Early registration (till 15 October 2016)	250 RON/60 EUR (to be paid in advance)
Registration after (15 October 2016)	300 RON/70 EUR
PhD candidates	150 RON/30 EUR

Participants are responsible for their own travel and hotel booking and expenses. Payments will be made by bank transfer according to the guidelines in the Registration Form (to be sent upon registration). A scanned copy of the payment receipt will be sent to the organizers **after** receiving the **final acceptance notification**.

KEY DATES

Submission of abstracts	15 July 2016 1 September 2016 (extended)
Notification for acceptance of abstracts	30 July 2016 5 September 2016 (extended)
Full paper deadline	15 September 2016
Notification of acceptance of full paper	30 September 2016

Abstracts & full papers will be sent to: synergies.in.communication@gmail.com

Conference venue

(RO) *Academia de Studii Economice București*, Piața Romană 1-6, Sector 1, București, ROMANIA
(EN) *The Bucharest University of Economic Studies*, 6 Piata Romana Street, District 1, Bucharest, ROMANIA